



County of San Bernardino Redevelopment Agency

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SAN SEVAINE REDEVELOPMENT PROJECT AREA PROJECT AREA NEWSLETTER

This is the first in a series of Newsletters that will be sent to all operating businesses within the San Sevaire Redevelopment Project Area (Project Area) to inform you about Redevelopment Agency activities occurring within the Project Area.

Economic Development Plan Proposal

A Plan for the Project Area was prepared by Keyser Marston Associates, Inc. in December of 2004. The plan covers an overview of the area's economic status, industrial and commercial business opportunities, land use options and a marketing strategy. The plan is scheduled to be presented to the Board of Supervisors on July 26 for adoption. The proposed plan can be viewed on the Agency's website – www.sbcounty.gov/rda.

Redevelopment Plan Amendment #2

On November 2, 2004 the County Board of Supervisors adopted Ordinance No. 3938 to approve the San Sevaire Amended and Restated Redevelopment Plan Amendment No. 1. The City of Fontana requested that the San Sevaire Redevelopment Plan be amended to delete all land south of Interstate 10 that was added as part of recently adopted Amendment. It totals about 50% of the land that was added by Amendment No. 1.

Cherry Ave. Interchange Update

The Consultant Selection Committee concluded evaluations and heard oral presentations from five respondents to the Request For Proposals seeking a Consultant to finish preparation of the Project Report, which basically entails that all the Environmental Issues have been analyzed, the public has had an opportunity to have an input and a preferred alternative has been selected. This essentially completes the Preliminary Engineering phase of a project. LAN Engineering was the overall pick selected to do the study.

Hotel Feasibility Study

The County of San Bernardino Redevelopment Agency (CoRDA) is pursuing an analysis of the Lodging Market Demand and Financial Feasibility for the San Sevaire Redevelopment Project Area for the following purposes: identify the potential market demand for hotel development within the project area, identify current infrastructure and infrastructure needs in order to attract hotels to the Project Area and identify incentive programs, utilizing existing County incentives and others available under California Redevelopment Law, to attract lodging facilities.

Marketing Opportunity For Businesses During September NASCAR Races

The CoRDA will be taking requests from business owners in the Project Area that would like to have their company's information projected on the Infield sign at the California Speedway

during the Friday, September 2 West Series Race. This free publicity is a great marketing opportunity to have tens of thousands race fans become familiar with your business. More information will be provided in the near future.

New Businesses In The Area

With the San Sevaine Business Survey Project now completed, the CoRDA has an up-to-date list of all businesses in the Project Area. If you know of a new business in the Project Area, please contact the CoRDA so that we may update our file.

Capital Improvements Proposed

There have been major improvements accomplished to the Project Area, specifically the west end of Valley Blvd. Major logistics and warehousing firms are now operating in this area. There are also several commercial industrial buildings currently under construction nearby. The next improvements are scheduled for the corridor of San Bernardino Ave. between Commerce Way and Mulberry Ave.

Code Enforcement

The CoRDA will employ a Code Enforcement Unit to serve all Redevelopment Project Areas. Code Enforcement will be assigned to cover particular areas to monitor and verify that all businesses are operating according to the codes established by the County's development code and CoRDA conditions.

Project Area Name Change

In order for the Project Area to gain further name recognition and branding appeal, the San Sevaine Project Area is proposed to have a new marketing name, the Speedway Industrial Redevelopment Project Area. The Agency Board will be asked to consider adoption.

Agency Website

The Redevelopment Agency's website has been reopened in a new format to highlight each of the Project Areas. The web address will be: www.sbcounty.gov/rda. Click on the San Sevaine link on the left navigation bar to access information about the Project Area and the Redevelopment Plan. If you would like your company to be listed on the CoRDA website, please contact us for more details.

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